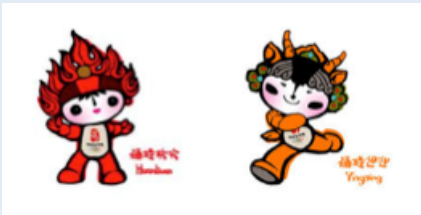


Introducing the Post Family



Based on the Beijing Olympic mascots the five members of the Post Family each follows a different postal strategy to ensure their future. This fun model will be introduced as a learning tool during the SFE course.



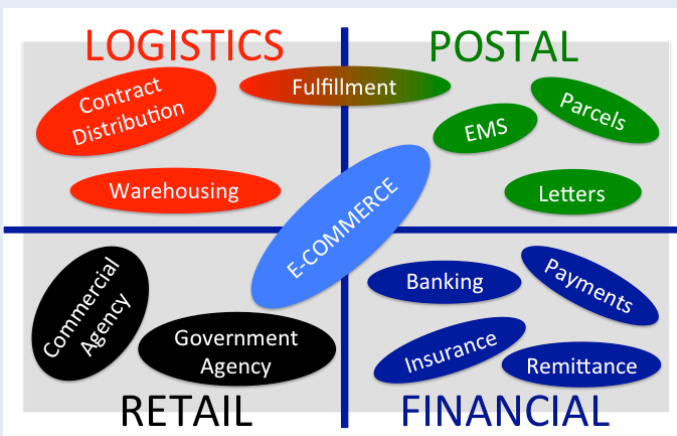
DPDHL e-tailing Study

Deutsche Post DHL has undertaken an interesting study on the potential impact of e-tailing on their logistics business. The study looked at the impact four different scenarios would have on their global business.



PostExpo Asia Pacific 2014

Mr Lin, Director of APPU, was a keynote presenter at the PostExpo Asia Pacific 2014 held in Hong Kong. Mr Lin presented his vision for possible postal strategies for countries in the Asia Pacific region.



MIP NEWS SFE

The inaugural Marketing and Innovation for Posts (MIP) course was held at APPC between the 28th June and the 23rd May 2014. With 15 participants from 11 countries many memories were made and new friends found.

The Strategy Formulation and Execution (SFE) course is currently in progress. With 13 participants from 8 countries memories are being made and new friends being developed.

Thanks to all 28 for your contribution to the two courses. Keep in touch with each other and please send any interesting articles that might be included in forthcoming newsletters.

Four newsletters planned per year!

Useful Websites

www.dpdhl.com/en/media_relations/press_releases/2014/global_e-tailing_2025.html
www.postaltechnologyinternational.com

Articles for Newsletter

Please send any news, articles or a favourite tagline to info@sunflowerassociates.com



Sunflower Associates

Favourite tagline

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